

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

--	--	--	--	--	--	--	--	--	--

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1 2017/2018

LFE 1017 FUNDAMENTALS OF ENGLISH

(All Sections / Groups)

11 OCTOBER 2017

9.00 a.m – 11.00 a.m

(2 hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **FIVE** printed pages with **TWO** sections only.
2. Answer **ALL** questions in Section A and **ONE** question in Section B.
3. Please write **ALL** your answers in the Answer Booklet provided.

SECTION A: READING [30 MARKS]

Instructions: Read the passage carefully and answer ALL questions that follow.

Passage 1 (10 marks)**Using LinkedIn for Marketing**

- 1 LinkedIn is expanding fast. The networking site recently submitted a proposal to city officials in California for the development of several new buildings. This newly proposed space could hold up to 4,000 employees, which is a significant jump considering that LinkedIn currently employs about 5,000 people. The company has grown so quickly because they've revolutionised and transformed the way employees find jobs and the way businesses network online. At the same time, they have cleverly monetised user data by giving recruiters access for a price. 1 5
- 2 The best thing about LinkedIn's success is that you don't have to enjoy it from the sidelines. You can participate in the growth of this professional network and use it as a platform to generate leads and sales for your own business. 10
- 3 One of the best ways to take advantage of the marketing power of LinkedIn is to join relevant groups. There are currently over 2.1 million groups on LinkedIn, and that means there's a LinkedIn group relevant to virtually every industry or profession. When looking for LinkedIn groups, target those most likely to be frequented by your prospective customers while also looking for groups with active members. Look not just at how many people are posting in the group, but also the amount of discussion the posts are producing. Once you've selected a few groups to join, the next step is to look for questions you can answer. Aim to leave the most detailed, useful answers possible because when you deliver value in the answer as an expert, prospects will often visit your profile to learn more about who you are and what you do. This can lead to a dialogue about how your products and services could help them. The more expertise you can offer, the more authority and trust you will gain as it is an expert skill or knowledge one can offer or give in a particular field. 15 20
- 4 One of LinkedIn's standout marketing features is InMail. InMail allows you to send a direct message to any user on LinkedIn, regardless of whether or not you are directly connected to them. Imagine that you've been trying to meet a prospect but can't get past the gatekeeper; this feature opens up a new line of direct communication. According to LinkedIn, it's a strategy that's pretty successful, as InMail is 30 times more likely to get a response than making a cold call. LinkedIn also guarantees that if you don't receive a response within seven days, you will receive a free InMail credit. The downside of using InMail is that you have to pay for the privilege and advantage to use it as it's only available on paid accounts. The basic business account is allocated three InMails a month, and this number goes up to 25 for an executive account. 25 30
- 5 Apart from that, LinkedIn has a lot of information about their users. Take advantage of this by making intelligent use of their advanced search filters. With their advanced search, you can look for people by name, location, company and school. If you have a paid account, you will also have access to an even more in-depth search filter including seniority level, company size and function. Using filters allows you to quickly identify relevant prospects. If you aren't able to connect with them directly, you can try joining the same groups, which will give you another avenue to open up communication. 35

Continued...

- 6 In 2013, LinkedIn introduced sponsored updates. Sponsored updates allow you to 40
publish posts and content to other users' LinkedIn feeds, even if they aren't following your
company page. An early case study for sponsored updates was the software company
Adobe. After being exposed to Adobe's updates, it is found that "Decision makers were 79
per cent more likely to agree that Adobe can help optimise one's media spend." This
service-advertising platform allows you to target who will see your updates by job 45
position, company, seniority and location. It also allows for rich media; infographics,
videos and presentations can all be sent as sponsored updates. This makes it a very useful
tool for distributing branded content to a wider audience.
- 7 Recently, LinkedIn crossed the 300 million user mark, and with expansion plans on 50
the horizon, it looks like there will be little to stop this enormous business networking. *So,
maybe it's time to hitch your wagon to the LinkedIn train.*

Adapted from: *How to effectively use LinkedIn for marketing*. Retrieved 6 October 2016 from
<http://www.theglobeandmail.com/report-on-business/small-business/sb-marketing/how-to-effectively-use-linkedin-for-marketing/article23895422/>

Question I (10 marks)

Instruction: Answer the following questions in complete sentences.

1. What are the main reasons behind the quick growth of LinkedIn? (3 marks)
2. How does LinkedIn's InMail assist in marketing? (2 marks)
3. Why the writer feels that LinkedIn is a good platform to network? Provide (1 mark)
two (2) reasons.
4. Why are sponsored updates in LinkedIn considered as an effective (3 marks)
marketing feature?
5. Explain the statement '*so, maybe it's time to hitch your wagon to the* (1 mark)
LinkedIn train' (line 50-51).

Continued...

Passage 2 (20 marks)**Baby Boomers Will Transform Health Care as They Age**

- 1 The U.S. population is going gray. A rising demographic tide of ageing baby boomers of those born between 1946 and 1964 with increased longevity have made adults aged 65 and older the fastest growing segment of today's population. In thirty years, this segment of the population will be nearly twice as large as it is today. By then, an estimated 70 million people will be over age 65. The number of "oldest old" which refers those aged 85 and older is 34 times greater than in 1900 and likely to expand five-fold by 2050.
- 2 This unprecedented "elder boom" will have a profound effect on American society, particularly in the field of healthcare. Is the U.S. health system equipped to deal with the demands of an ageing population? Although we have adequate physicians and nurses, many of them are not trained to handle the multiple needs of older patients. Today, we have about 9,000 geriatricians, known also as physicians who are experts in ageing-related issues. Some studies estimate a need for 36,000 geriatricians by 2030.
- 3 Many doctors today treat a patient of 75 the same way they would treat a 40-year-old patient. However, although seniors are healthier than ever, physical challenges often increase with age. By age 75, adults often have two to three medical conditions. Diagnosing multiple health problems and knowing how they interact is crucial for effectively treating older patients. Healthcare professionals are often pressed for time in hectic daily practices where one must be diligent about asking questions and collecting "evidence" from their elderly patients. Finding out about a patient's over-the-counter medications or living conditions could reveal an underlying problem.
- 4 Lack of training in geriatric issues can result in healthcare providers overlooking illness or conditions that may lead to illnesses. Inadequate nutrition is a common, but often unrecognised, problem among frail seniors. An elderly patient who has difficulty preparing meals at home may become vulnerable to malnutrition or other medical conditions. Healthcare providers with training in ageing issues may be able to address this problem without the costly solution of admitting a patient to a nursing home.
- 5 Depression, a treatable condition that affects nearly five million seniors, also goes undetected by some healthcare providers. Some healthcare professionals view depression as "just part of getting old." Untreated, this illness can have serious, even fatal consequences. According to the National Institute of Mental Health, older Americans account for a disproportionate share of suicide deaths, making up 18% of suicide deaths in 2000. Healthcare providers could play a vital role in preventing this outcome where several studies have shown that up to 75% of seniors who die by suicide visited a primary care physician within a month of their death.
- 6 Although, healthcare providers face additional challenges in providing high quality care to the ageing population because the numbers of ethnic minority elders are growing faster than the ageing population as a whole yet providers must train to care for a more racially and ethnically diverse population of elderly as respect and understanding of diverse cultural beliefs is necessary to provide the most effective healthcare to all patients. Providers must also be able to communicate complicated medical conditions or treatments to older patients who may have a visual, hearing, or cognitive impairment.

Continued...

- 7 As older adults make up an increasing proportion of the healthcare caseload, the demand for ageing specialists must expand as well. Healthcare providers who work with the elderly must understand and address not only the physical but mental, emotional, and social changes of the ageing process. They need to be able to distinguish between “normal” characteristics associated with ageing and illness. Most crucially, they should look beyond symptoms and consider ways that will help a senior maintain and improve the quality of life. 45

Adapted from: *Baby Boomers Will Transform Health Care as They Age*. Retrieved from <http://www.hnnmag.com/articles/5298-Boomers-Will-Transform-Health-Care-as-They-Age>

Paul Barr

Paul Barr, a healthcare journalist since 2004, is responsible for Modern Healthcare's feature stories. Barr was a senior editor for Hospitals & Health Networks, but before that, he worked six years at Modern Healthcare as a news editor and two years as a reporter. He has published various articles related to healthcare and this article is the fifth installment in Hospitals & Health Networks'. In 2016 he won a Jesse H. Neal award for best single story in the healthcare system, and in 2015 was a finalist for best series examining the many ways the nation will impact the U.S. health care system. Prior to 2004, he has also won multiple awards and honors on various areas and topics related to healthcare.

Questions (20 marks)

Instruction: Answer the following questions in complete sentences.

1. What does the phrase “going gray” in line 1 mean? (1 mark)
2. What is the main purpose of this text? (1 mark)
3. Which of the following is the primary tone of the text? Justify your answer. (2 marks)
 - a. bemused inquiry
 - b. detached reporting
 - c. playful speculation
 - d. informed argument
4. What is the author trying to imply when he wrote “many doctors today treat a patient of 75 the same way they would treat a 40-year-old patient” (lines 13-14)? (2 marks)
5. As mentioned in lines 30-34, what can the healthcare providers do in preventing this outcome? (2 marks)
6. Why must healthcare providers must understand the physical, mental, emotional, and social changes of the ageing process that occurs in elderly people? (2 marks)

Continued...

7. What can be inferred when the author said “most crucially, they should look beyond symptoms and consider ways that will help a senior maintain and improve the quality of life” (lines 46-47)? Provide evidence from the text to support your answer. (2 marks)
8. Is there any indication of bias from the examples, tone or language used by the author? Provide evidence from the text to support your answer. (2 marks)
9. In your opinion, what is the author's background knowledge in terms of: (6 marks)
 - a. validity
 - b. credibilityJustify your answers accordingly.

SECTION B: WRITING [20 MARKS]

Instruction: Choose **ONE** of the topics below and write an essay between **450-500** words.
(10 marks will be awarded for content and 10 marks for grammatically correct sentences)

1. Write a story which starts with, “As I was walking, Lisa rushed towards me, asking for help...”
2. Many people feel that the use of surveillance cameras in public places, such as parking lots, is a good idea that can help ensure our safety. Others worry that too many cameras violate our rights to privacy and gives law enforcement officials too much power. Write a persuasive essay providing **three** reasons why we should install more surveillance cameras in public places.

End of Paper